

John Joran

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Lead Experience Designer

Experience designer with 15+ years of experience improving complex customer and operational experiences across healthcare, enterprise, and digital ecosystems. Strongest in turning ambiguity into clear direction through workshops, prototyping, workflow design, and cross-functional alignment. Known for leading teams and stakeholders through complex problem spaces, translating fragmented requirements into usable concepts, and shaping scalable experience improvements that balance customer needs, business goals, and implementation realities.

Skills

Customer experience design | Experience strategy | Human-centered design | Workshop facilitation | Stakeholder alignment | Cross-functional leadership | Concept exploration | Qualitative research | Quantitative insight synthesis | Journey mapping | Service workflow design | Prototyping | Visual storytelling | Opportunity framing | Requirements synthesis | Systems thinking | Design under constraints | Accessibility | Figma | Miro | Adobe XD | Axure | Adobe Experience Manager (AEM)

Professional Experience

Optum (UnitedHealth Group), Eden Prairie, MN

Associate Director UX/CX Design, Consumer Office | 02/2024 – 11/2025

- Led design strategy for consumer digital experiences including the rapid redesign of Optum.com's homepage using analytics, heat maps, workshops, and phased prototyping to improve clarity and next-step guidance, resulting in a 13% reduction in bounce rate, 40% increase in engagement, and 24% increase in task completion.
- Directed cross-functional design work spanning product, content, engineering, accessibility, brand, and analytics to improve clarity, discoverability, and engagement across high-traffic digital experiences.
- Delivered executive-grade prototypes for leadership reviews, concept validation, and user testing, helping teams align around clearer opportunities and phased experience improvements.
- Established quality benchmarks and raised acceptance criteria across Optum.com and adjacent digital products through stronger prototyping, reusable patterns, and clearer design direction.
- Quickly translated complex requirements into high-quality wireframes and design setup for critical initiatives, enabling development teams to proceed without delay and improving delivery efficiency.

Principal UX Designer, Consumer Office | 07/2019 – 01/2024

- Led experience design for complex digital and operational workflows, using workshops, participatory design, and prototyping to clarify requirements, uncover hidden needs, and align stakeholders.
- Led the Encounter Submission Portal from rough concept to MVP prototype by running biweekly workshops with SMEs, sales, and technical partners; mapping submission journeys; and creating a spec-less handoff that enabled engineering to begin implementation immediately.
- Created sales-ready prototypes and build-ready experience artifacts that generated 20+ qualified leads and accelerated client feedback loops for a regulated B2B workflow product.
- Supported research and rapid prototyping for fragmented sign-in flows, synthesizing findings into an SSO and post-login routing recommendation that reduced friction and removed sign-in steps from 4 to 1 for eligible users.
- Introduced Figma collaboration workflows that improved iteration speed, reduced handoff delays, and gave developers and stakeholders clearer access to complete experience direction.

Thomson Reuters, Eagan, MN

Lead UX Designer | 07/2016 – 06/2019

- Led UX strategy and pattern-library governance to unify brand expression and improve consistency and accessibility across global digital experiences.
- Managed a team of 4 designers and facilitated critiques, planning, and collaboration across design.
- Produced high-fidelity prototypes and motion explorations that shortened decision cycles and improved cross-functional understanding of proposed solutions.

Senior Interactive Designer | 04/2008 – 06/2016

- Designed and documented reusable components and templates in Adobe Experience Manager to improve publishing consistency and reduce rework.
- Delivered interactive digital experiences across enterprise marketing and product initiatives.
- Established file, versioning, and handoff conventions that improved clarity and team efficiency.

Additional Experience

Our Lady of Grace Catholic Church Men's Club, Edina, MN — Marketing Chair

Edina Football Association, Edina, MN — Coach

Education

Bachelor of Fine Arts (B.F.A.), Graphic Design — Iowa State University

Certifications

AI Product Design, [elvtr]

[Certified User Experience Designer, Nielsen Norman Group](#)